

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for online shopping, comprising:  
associating an online shopping cart with a consumer; and  
associating ~~ana~~ a first item and a second item with the online shopping cart,  
wherein the ~~associated~~ second item was not selected by the consumer for association with the shopping cart, and wherein the second item must be disassociated from the shopping cart to purchase the first item without purchasing the second item.

2. (Currently Amended) A method according to Claim 1, wherein the second item is associated with the shopping cart based on at least one of: a shopping history of the consumer; a shopping history of one or more other consumers; consumer preferences; complementary item information; demographic information; prices of similar items; promotions; marketing arrangements with manufacturers and distributors; inventory levels; projected demand; costs and profit margins.

3. (Currently Amended) A method according to Claim 1, further comprising:  
determining to associate the second item with the online shopping cart based on ~~a~~ the first item associated with the shopping cart.

4. (Currently Amended) A method according to Claim 3, wherein the second item is complementary to the first item.

5. (Currently Amended) A method according to Claim 3, wherein the second item is a substitute for the first item.

6. (Currently Amended) A method according to Claim 1, further comprising:

determining to associate the second item with the online shopping cart based on a characteristic of items previously associated with the shopping cart.

7. (Original) A method according to Claim 6, wherein the characteristic comprises at least one of: a number of items; a value of the items; and a type of one or more of the items.

8. (Currently Amended) A method according to Claim 1, further comprising:  
determining to associate the second item with the online shopping cart based on a characteristic of the consumer.

9. (Original) A method according to Claim 8, wherein the characteristic comprises at least one of: age; sex; residence; income; and shopping history.

10. (Currently Amended) A method according to Claim 1, wherein a cost of the ~~associated~~ second item is less than a retail cost that would be charged to the consumer for the second item if the second item was selected by the consumer for association with the shopping cart.

11. (Currently Amended) A method according to Claim 10, wherein the cost of the ~~associated~~ second item is free.

12. (Currently Amended) A method according to Claim 1, wherein the second item cannot be disassociated from the shopping cart.

13. (Currently Amended) A method according to Claim 1, further comprising:  
receiving an instruction from the consumer to disassociate a ~~the~~ second item from the shopping cart; and  
in response to the instruction, automatically disassociating the item from the shopping cart.

14. (Original) A method according to Claim 1, further comprising:

presenting terms for purchasing the item to the consumer.

15. (Original) A method according to Claim 1, further comprising determining the association based on rules.

16. (Original) A method according to Claim 15, further comprising:  
dynamically updating the rules.

17. (Currently Amended) A method according to Claim 1, further comprising:  
notifying the consumer that the ~~item~~ second item was associated with the shopping cart.

18. (Currently Amended) A method for online shopping, comprising:  
associating an online shopping cart with a consumer; and  
associating, by an entity other than the consumer, an a second item with the online shopping cart in response to a selection of ~~the a first item by the consumer by an entity other than the consumer,~~  
wherein the second item must be disassociated from the shopping cart to purchase the first item without purchasing the second item.

19. (Currently Amended) A method according to Claim 18, wherein the entity is a potential seller of the second item.

20. (Original) A method according to Claim 18, wherein the entity is an intelligent agent.

21. (Currently Amended) A method according to Claim 18, wherein a cost of the ~~associated~~ second item is less than a retail cost that would be charged to the consumer for the second item if the second item was selected by the consumer for association with the shopping cart.

22. (Currently Amended) A method according to Claim 18, wherein the second item cannot be disassociated from the shopping cart.

23. (Currently Amended) A method according to Claim 18, further comprising:  
receiving an instruction from the consumer to disassociate ~~a~~ the second item from the shopping cart; and  
in response to the instruction, automatically disassociating the second item from the shopping cart.

24. (Canceled)

25. (Canceled)

26. (Currently Amended) A method for shopping, comprising:  
associating a physical shopping cart with a consumer; and  
associating ~~an~~ a first item and a second item with the physical shopping cart,  
wherein the ~~associated~~ second item was not selected by the consumer for association with the shopping cart, and wherein the second item must be disassociated from the shopping cart to purchase the first item without purchasing the second item.

27. (Currently Amended) A method according to Claim 26, wherein the second item is associated with the shopping cart based on at least one of: a shopping history of the consumer; a shopping history of one or more other consumers; consumer preferences; complementary item information; demographic information; prices of similar items; promotions; marketing arrangements with manufacturers and distributors; inventory levels; projected demand; costs and profit margins.

28. (Currently Amended) A method according to Claim 26, further comprising:  
determining to associate the second item with the online shopping cart based on a first item associated with the shopping cart.

29. (Currently Amended) A method according to Claim 28, wherein the second item is complementary to the first item.

30. (Currently Amended) A method according to Claim 28, wherein the second item is a substitute for the first item.

31. (Currently Amended) A method according to Claim 26, wherein a cost of the ~~associated~~ second item is less than a retail cost that would be charged to the consumer for the second item if the second item was selected by the consumer for association with the shopping cart.

32. (Currently Amended) A method according to Claim 31, wherein the cost of the ~~associated~~ second item is free.

33. (Currently Amended) A medium storing processor executable process steps, the process steps comprising:

a step to associate an online shopping cart with a consumer; and  
a step to associate ~~an~~ a first item and a second item with the online shopping cart,  
wherein the ~~associated~~ second item was not selected by the consumer for association with the shopping cart, and wherein the second item must be disassociated from the shopping cart to purchase the first item without purchasing the second item.

34. (Currently Amended) A medium according to Claim 33, wherein the second item is associated with the shopping cart based on at least one of: a shopping history of the consumer; a shopping history of one or more other consumers; consumer preferences; complementary item information; demographic information; prices of similar items; promotions; marketing arrangements with manufacturers and distributors; inventory levels; projected demand; costs and profit margins.

35. (Currently Amended) A medium according to Claim 33, the process steps further comprising:

a step to determine to associate the second item with the online shopping cart based on a the first item associated with the shopping cart.

36. (Currently Amended) A medium according to Claim 35, wherein the second item is complementary to the first item.

37. (Currently Amended) A medium according to Claim 35, wherein the second item is a substitute or the first item.

38. (Currently Amended) A medium according to Claim 33, wherein a cost of the ~~associated~~ second item is less than a retail cost that would be charged to the consumer for the second item if the second item was selected by the consumer for association with the shopping cart.

39. (Currently Amended) A medium according to Claim 38, wherein the cost of the ~~associated~~ second item is free.

40. (Currently Amended) A medium storing processor executable process steps, the process steps comprising:

a step to associate an online shopping cart with a consumer; and

a step to associate ~~an~~ a second item with the online shopping cart in response to a selection of ~~the~~ a first item by an entity other than the consumer, wherein the second item must be disassociated from the shopping cart to purchase the first item without purchasing the second item.

41. (Currently Amended) A medium according to Claim 40, wherein the entity is a potential seller of the second item.

42. (Original) A medium according to Claim 40, wherein the entity is an intelligent agent.

43. (Currently Amended) An apparatus for electronic shopping, comprising:  
a processor; and

a storage device in communication with the processor and storing instructions adapted to be executed by the processor to:

associate an online shopping cart with a consumer; and

associate ~~an~~ a first item and a second item with the online shopping cart,

wherein the ~~associated~~ second item was not selected by the consumer for association with the shopping cart, and wherein the second item must be disassociated from the shopping cart to purchase the first item without purchasing the second item.

44. (Currently Amended) An apparatus according to Claim 43, wherein the second item is associated with the shopping cart based on at least one of: a shopping history of the consumer; a shopping history of one or more other consumers; consumer preferences; complementary item information; demographic information; prices of similar items; promotions; marketing arrangements with manufacturers and distributors; inventory levels; projected demand; costs and profit margins.

45. (Currently Amended) An apparatus according to Claim 43, the instructions adapted to be executed by the processor to:

determine to associate the second item with the online shopping cart based on ~~a~~ the first item associated with the shopping cart.

46. (Currently Amended) An apparatus according to Claim 45, wherein the second item is complementary to the first item.

47. (Currently Amended) An apparatus according to Claim 45, wherein the second item is a substitute for the first item.

48. (Currently Amended) An apparatus according to Claim 43, wherein a cost of the ~~associated~~ second item is less than a retail cost that would be charged to the consumer for the second item if the second item was selected by the consumer for association with the shopping cart.

49. (Currently Amended) An apparatus according to Claim 48, wherein the cost of the ~~associated~~ second item is free.

50. (Currently Amended) An apparatus for electronic shopping, comprising:  
a processor; and  
a storage device in communication with the processor and storing instructions adapted to be executed by the processor to:  
associate an online shopping cart with a consumer; and  
associate ~~an~~ a second item with the online shopping cart in response to a selection of ~~the~~ a first item by an entity other than the consumer, and wherein the second item must be disassociated from the shopping cart to purchase the first item without purchasing the second item.

51. (Original) An apparatus according to Claim 50, wherein the entity is a potential seller of the item.

52. (Original) An apparatus according to Claim 50, wherein the entity is an intelligent agent.